



CRO Tracker Ads

Building your brand with the CRO Tracker Platform



In addition to enhanced profiling Bio2Business is pleased to present further advertising opportunities via the CRO Tracker Ads Platform

What Does a CRO Tracker Ad consist of?

<p>Ads from CRO Tracker</p> <p>Company Name New Service Launch New Facility Launch PROMOTE HERE</p> <div style="background-color: #333; color: white; border-radius: 50%; width: 40px; height: 40px; display: flex; align-items: center; justify-content: center; margin: 10px auto;"> <p style="margin: 0;">YOUR LOGO HERE</p> </div> <p style="text-align: center;">URL link CRO Tracker profile</p>	<ol style="list-style-type: none"> 1: Company Name 2. Free text up to 75 Characters e.g. -Click here to view Solid Form webcast by CSO 3. Your company logo or relevant image 4. Your company URL to drive referrals to your company website
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Where would my CRO Tracker Ad be distributed?

We currently have 6 CRO Tracker Slots Available located over 5 key Bio2Business web pages.

Your advert would be rotated through the 6 slots triggered by a web-page refresh. Your advert will be displayed with other companies advertising on CRO Tracker Ads. Please note we do not limit the number of adverts being rotated on the CRO Tracker Ads platform.

<p>My Company</p> <p>CRO Tracker Ad</p> <p>Currently rotated around 6 slots</p> <p>CRO Tracker Ads available to unlimited number of advertisers</p> <p>Participation charged at £2.50 per day</p>	<p>www.bio2business.com – The Bio2Business home page, central hub and principal URL for Bio2Business marketing activities 2 Slots</p> <p>www.bio2bevents.com – Welcome page for Biotech Outsourcing Strategies events, leading, outsourcing focused partnering events 1 Slot</p> <p>http://www.bio2business.com/Tracker/index.php Welcome page for CRO Tracker Outsourcing Search Engine 1 Slot</p> <p>http://www.bio2business.com/Tracker/requirement.php Welcome page for CRO Tracker Exchange the new outsourcing notice board from Bio2Business Ltd 1 Slot</p> <p>CRO Tracker Results Page – The page of results generated by each CRO Tracker search. 1 Slot</p>
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Monitoring the Performance of your CRO Tracker Advert.

Advertising companies will be able to monitor advert performance by impressions and by click through's. This information will be available via the "Advertise" link in the control panel of your CRO Tracker account once you have purchased an advert. You will be able to view total impressions/clicks for the duration of your advert or drill down to performance over a given time period.

Web Traffic Statistics

Contact Bio2Business Ltd to discuss website traffic stats

How Can CRO Tracker Ads Help My Organisation

- Raise brand awareness and visibility using CRO Tracker Ads
- Promote internal resources i.e podcasts, webcasts, presentations, publications etc through CRO Tracker Ads
- Drive new visitors to your website
- Communicate new ventures, services, facilities through Tracker Ad

Customer A



New company brand to promote, new services or new facilities?



Communicate your message using CRO Tracker Ads

Customer B



Looking to promote your web resource centre; Webcasts/ video/presentations/ podcasts/publications?



Partner with CRO Tracker Ads to reach a wider audience

Pricing & Contact Details

Standard Pay Per Day

Daily charge of £2.50 per day

Circa £675 if you advertise for full year without cancellation

Advertise for 9 consecutive months and get 3 months free!

*VAT to be added where appropriate

Notes

You're able to cancel at any time without any cancellation charges
Payment by credit or debit card debited on a daily basis
Maximum duration of advertisement is 12 months

To place your ad go to www.bio2business.com/Tracker/trackerad.php

Contact Us By:

Post: Bio2Business Ltd
London BioScience Innovation Centre
2 Royal College Street
London

NW1 0NH

By Telephone:

Call: +44 (0)207 691 3568

Or + 44 (0)782 5026965

By email: CRO@bio2business.com